

# Ingersoll's Atari Owners Club

## BULLETIN

No 16 July 1981

Now Atari's best selling arcade game comes ready for your own TV!

## MISSILE COMMAND

*Just plug this latest game cartridge into your VCS and switch on!*

If Space Invaders held your interest, this new cartridge Missile Command will keep you glued to your TV from now until Christmas! You are Base Commander on the peaceful planet of Zardon. It's up to you to defend your six cities — and your missile base — from interplanetary ballistic missiles — and cruise missiles! — fired by the wily Kryptolians. The Kryptolians are warriors: out to seize and destroy your planet. As the game progresses, the Kryptolians attack faster and faster — and once all your antiballistic missiles are used up, you are defenceless until a new wave begins!

On-screen scoring just like the arcade game and fabulous sound effects — bonus cities for each 10,000 points scored. This cartridge is for the Atari big-timers: we're expecting some fantastic scores!

Missile Command has 34 game variations — 17 are one-player games, 17 are for two players. And a special feature of this cartridge is two variations designed especially for young children — Numbers 17 and 34.

**MISSILE COMMAND** — used with Joysticks. 34 games. One or two players. Suggested retail: £29.95 incl. VAT



### HELPFUL HINTS FOR PLAYING MISSILE COMMAND

- 1** You may fire up to three defence missiles simultaneously. After pressing the controller (fire) button, move to the next enemy site and fire again. Do not wait for the explosion before moving.
- 2** Once a city is destroyed you no longer can defend it, so concentrate only on your missile base and saved cities. Ignore enemy fire aimed at cities already destroyed.
- 3** Smart enemy cruise missiles are easiest to destroy if your target control is directly on them. When it is directly on them, the enemy cannot detect your ABMs.



**THE ATARI VIDEO COMPUTER SYSTEM**

Ingersoll Electronics Ltd. 202 New North Road, London N1 7BL. Telephone 01-226 1200. Telex 28255 INGSOL G

**ATARI**  
Great Ideas from  
**ingersoll**

A DIVISION OF HEATH CORPORATION

## PELE Captivates the U.K. -

for Ingersoll Electronics

When Ingersoll Electronics arranged for the legendary soccer star, Pele to come to London to help launch our latest Atari cartridge, Pele's Championship Soccer, we knew we were in for a busy time. "It was really frenetic" says Ingersoll Electronics Marketing Director Steve Bernard. "Pele took London by storm - we had an amazing five days taking him around over the Mayday weekend, constantly accompanied by hordes of journalists and well-wishers!"

### Wednesday

Pele loves children. He was met at London Airport on his arrival in the UK by a team of nine-to-thirteen-year-old footballers, many of whom were Owners Club members. They were all ringing bells and shouting his name. Pele nobly signed autographs and posed for photographs as the party fought its way across the Airport Arrivals Hall. He was then whisked away to watch the England v. Rumania Match as a guest of BBC's Sportsnight. His interview with Jimmy Hill was screened on BBC TV that evening.

### Thursday

On the following morning the Atari Owners Club took Pele to the Middlesex Hospital to meet children in the Bernhard Baron Ward. He was filmed by Thames Television and a five-minute feature was shown on Thames TV News that evening.

At lunchtime Ingersoll Electronics Managing Director Michael Marks hosted a press reception at the Roof Restaurant of the London Hilton - attended by over 100 journalists. That evening and the following day, Pele's smiling face appeared in nearly all the major evenings and nationals. During the afternoon Ingersoll Electronics held an autograph party at the Greens Electrical Department at Odeonham, Oxford Street. Burly police encircled the dias where Pele patiently signed away, holding back crowds of admirers of all ages.



### Friday

On Friday morning Pele made another personal appearance - at Argos in New Oxford Street. This time the police were ready for his party and after a 3 hour signing marathon, he was off to Arsenal at Highbury, for a photocall. Here Pele was interviewed by the world's sporting press, and photographed with the Arsenal Team. He also met World Snooker Champion Steve Davies, and Ingersoll's U.K. Atari Owners Club Overall Champion, 11-year-old Stephen Bradley, and the Junior Champion, Stuart Clarke. Also present were many other soccer personalities, including veteran Jack Kelsey and Bobby Charlton. Pele was interviewed by BBC radio, BBC Brazil, etc - then he was off again in the chauffeur-driven Mercedes Ingersoll had provided - to do a feature for TV Times, with Bobby Moore.

### Saturday

An exclusive interview with the Sunday Mirror was followed by another with Capital Radio - who insisted in recording Pele to a background sound of Space Invaders bleeps and Pele's Championship Soccer sound effects on the Atari VCS in Pele's suite at the Carlton Tower. Next, Pele was driven to Arsenal Stadium again to lunch with a party of Ingersoll Electronics customers - then he watched the Arsenal v. Aston Villa match which was sponsored by Ingersoll. This resulted in a 2 - 0 victory for The Gunners, much to everyone's relief! As the game started, the Owners Club had arranged to let off 1,000 "Ingersoll Atari" gasfilled balloons; and Pele did a lap of honour before the 57,000+ crowd, amid tumultuous applause.




### Sunday

On Sunday evening Michael Marks and Steve Bernard were hosts to a gathering of a hundred or so guests at a Welcome Pele Dinner at the White Elephant on the River Club on London's Embankment. Highlight of the evening was the appearance of a magnificent chocolate cake laid out as a football pitch with tiny players, and even a ball in goal!

### and so goodbye . . .

Very early in the morning on Bank Holiday Monday a small Owners Club contingent bid farewell to Pele - whose next stop was Hamburg, Germany. Such is the life of a legend!



## SPACE INVADERS

### HIGH SCORE SPOT

John Pickup

Gosh, we've had a run of high flyers on Space Invaders, Game 1 this month. As you will remember, when our last issue came out, the record stood at just under 700,000. Well, now we're up to nearly 900,000! First we heard from John Pickup; and reckons he can go higher. Then came Sean Manning (15) who scored 817,550. Next was Stephen Brown (14) with 836,000, and finally we heard from a young man named A. Ritchie (12) who got to 856,110 - in just 4 hours. Not bad, not bad at all!



**LATE NEWS**  
We are sorry to disappoint all these brilliant people - because we've just heard from our first Million-Plus scorer! He comes from Dewsbury, West Yorks, and his score (which took him 15 hours, 30 minutes) was witnessed by his mother. We'll give you his name, and a little more detail, in our next issue... it's just that we're careful to check claims before we publish results as spectacular as this!

## MISSILE COMMAND

### COMPETITION

Well, you've read about Missile Command, but have you actually bought it? There's a question... This competition is based on the Missile Command cartridge — most of the questions are pretty easy, but to complete your entry you need to have at least played the cartridge to give us all the information we need! Fill out our Competition Entry Form — and post it to us, to arrive by Friday 7th August, latest.

#### The prizes

**First prize** is a super Ingersoll Electronics Soundaround XK 105 hip pocket stereo, worth around £50!

**Second prize** is a new Ingersoll Electronics XK 107 hipster stereo radio, with feather-weight headphones and a "hot" line.

**Third prize** is a neat little portable 2 waveband battery radio, the Ingersoll Electronics XK 791.



### FREE OWNERS CLUB BADGES!

A free badge for the **31st July, 1981**  
first 1,000 Members whose coupons  
are taken from our Lucky Dip Bag on

Ingersoll Electronics has had this super badge made up for Members. It's 3" wide, black, with four other zappy colours — and you may get one FREE if you fill out and send our FREE BADGE coupon now.

Just write in your name, address and Atari console number, and post it off to arrive no later than Friday 31st July. We'll put all the coupons in our Lucky Dip Bag — and draw the names on that date! The lucky thousand Members will get their badges, by post, early the following week. Any coupons received after 31st July cannot be considered.

TO: BADGE LUCKY DIP  
RHA, 7 High Street  
Maidenhead, Berks, AB16

Please enter this coupon in your Lucky Dip for 1,000 free badges on 31st July.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Console No: \_\_\_\_\_



#### Rules

1. All entries must be on our Entry Form, cut from AB16
2. Closing date for entries is first post, Friday 7th August 1981.
3. Persons connected in any way with the administration of the competition, or with Ingersoll Electronics Ltd, are ineligible for a prize
4. No responsibility is accepted for entries lost in the post
5. The judges' decision is final, and no correspondence can be entered into.



### ENTRY COUPON

TO: MISSILE COMMAND COMPETITION  
RHA, 7 High Street,  
Maidenhead, Berks.

Name: \_\_\_\_\_

Age: \_\_\_\_\_

Address: \_\_\_\_\_

Console No. \_\_\_\_\_

- 1 What is the main solid colour on the Missile Command cartridge box?
- 2 What do you press to launch your ABMs?
- 3 Where on the screen is your Underground Missile Dump?
- 4 On your Program Instructions, what colour is the telephone held by the male commander?
- 5 How do you know when a Bonus City is used?
- 6 Lastly, please complete this sentence in your own words:

MISSILE COMMAND IS A SUPER NEW CARTRIDGE BECAUSE: \_\_\_\_\_

(up to 15 more words)



# Ingersoll's Atari Owners Club Bulletin

## OWNERS CLUB OFFER

### Super Cotton Dust Cover

ONLY  
£2.45  
(inc p & p)



Here's a great way to keep your VCS clean and dust-free: produced by Atari in the U.S. — by popular request! The new dust cover comes in super, shaped, thick cotton. It's navy blue, and has "Atari" and the symbol picked out in white on the front. Special Owners Club price for the Atari Dust Cover is £2.45 (including VAT and p & p). Allow 28 days for delivery. This offer is subject to availability.

## A free service to Atari Owners STOCKIST LOCATION SERVICE

A free service to Atari Owners. These days, you shouldn't have any problems finding Atari cartridges. Ingersoll Electronics have rationalised cartridge distribution very thoroughly and now most major independent electrical shops, electrical chains' branches and department store electrical departments carry a good stock of cartridges. But if you're really "stumped" in your area, fill out our coupon and we'll advise you of alternative sources of supply.

TO: DUST COVER OFFER  
Ingersoll Electronics Ltd  
202 New North Road  
London N1 7BL

Please send me one of your Atari Dust Covers at the special price of £2.45 (which includes VAT and p & p).

Name

Address

My Atari Video Computer System Serial Number (on base of unit)

Please make the cheque or postal order payable to Ingersoll Electronics Ltd.

TO: STOCKIST LOCATION SERVICE  
Ingersoll Electronics Ltd  
202 New North Road  
London N1 7BL

I want to purchase cartridges but am unable to find them in my area.

Name:  (Mr/Ms)

Address:

AB16 Console No

## WINNING~ ALL THE WAY!

You know now that Ingersoll don't do things by halves! Our motorcycle racing sponsorship continues to go from strength to strength. Team Ingersoll Heron Suzuki riders won three major races at the Isle of Man TT — the Formula One race (Graeme Crosby — Croz to you!), the 500cc Senior race (Mick Grant) and the International Classic TT (Croz again!).

And at the time of going to press, our heir apparent to the Grand Prix World Championship title, Randy Mamola, is roaring out in front! He's got a really good lead, already, on last year's Champion Kenny Roberts. So fingers and toes crossed please, Atari Owners!



## The NEW ATARI Personal Computers

*Nothing so complex has  
ever been so simple*

The new Atari 400 and Atari 800 personal computers are now on sale in the UK, under an exclusive franchise with Ingersoll Electronics. The new computers are so easy to understand, that people who never dreamed of owning a computer now can. Even those who were really hesitant can have these machines humming in minutes, and will really benefit from owning one!

### *So easy to hook up*

Just plug your Atari personal computer into your TV set, and it's ready to go — use it at home, or take it to the office (it's no bigger than an electric typewriter).

### *So easy to change programs*

The Atari computers take special program cassettes, so you can take your pick from an enormous range of computer facilities — for home, business or educational use — or you can play fabulous new games with high resolution graphics! And the 800 PCS can run up to 4 disc drives.



### *So easy to extend*

The Atari 400 and Atari 800 computers have 16K bytes of RAM memory, but this can be expanded further if required by adding Memory Modules. The machines

are capable of full colour display, 4-sound "voices", music synthesis, and can run light pen and independent graphics accessories, plus word processors, recorders and printers.

### *So easy to communicate*

Unlike most other "small computers" the Atari models have their own upper and lower case alphabets — much easier, and quicker, to take in. The computers are programmed in Atari Basic. The Atari 400 has a 57-key monopanel ("touch-type") keyboard, with 4 function keys and 29 graphics keys. The bigger Atari 800 has the same key specification but has a full-stroke keyboard.



**The Atari 800**  
Suggested retail:  
£645 incl. VAT

**The Atari 400**  
Suggested retail:  
£345 incl. VAT

Software cassettes  
from  
£8.95 incl. VAT.

### *So many uses — in the office*

In America, professional men and small businessmen are already learning what an enormous time and energy savings help Atari computers can be. And company men have come to rely on their own personal Atari computer (instead of having to book themselves in to use that unco-operative hulk down in the company basement!). An Atari computer takes the paper out of paperwork! It estimates, deduces, solves problems, increases profitability — at the touch of a key.



### *... or in the home!*

Atari computers work just as hard at home. For instance, they'll help you learn languages, conduct a personal fitness programme, or teach touch typing. They'll entertain you ... or help you and your family manage your personal finances, keep household records — even recipes, birthday lists or addresses!

If you'd like to try an Atari Personal Computer, — they'll be in the shops from 1st August — we'll put you in touch with your major Regional Stockists. Please write to Owners' PCS Enquiries Dept., RHA, 7 High Street, Maidenhead, Berks SL6 1JN.